



Legal Innovation as a Service™ (“LlaaS”) is a fresh approach to provide innovation leaders in legal organizations with Just-in-time, Just-enough™ guidance at key inflection points in the innovation process. LlaaS consists of pre-scoped,

limited, flat fee service offerings to help you get desired feedback or help, move your effort forward, and let you get back to doing what you do best. You select the option you need from the catalog, we work together on that project, and you get quickly back on the road to success and achieving your vision.

- Jumpstart idea and innovation processes
- Avoid missteps that will cost time and money
- Accelerate and make smarter project selections
- Reality-test projects and get a market-wise second set of eyes on your efforts
- Get objective evaluation of investment decisions and needed course corrections

While LlaaS makes great sense for large law firms, law departments, and other legal organizations with chief innovation officers or developed innovation teams already in place, it has an even greater value in the mid-sized market where innovation efforts are just beginning, do not have a formal structure, or are in the process or change or re-evaluation. LlaaS can be a great tool for an organization to provide new innovation leadership or to help the management team assess innovation programs.

LlaaS brings together my industry expertise, experience (law department, law firm, and law professor), and my highly-regarded global network and connections in legal technology, innovation, and the business of the practice of law. I am also well-known for my focus on the practical, business value, and return on investment from innovation efforts. Although innovation is not necessarily dependent on technology, you will not find many people more knowledgeable about legal technology than I am.

FOR MORE INFORMATION OR TO PURCHASE AN OFFERING

Email Dennis at dmk@denniskennedy.com, call him at 734-926-5197, or visit www.denniskennedy.com or www.linkedin.com/showcase/legal-innovation-as-a-service

The LlaaS Options Catalog

1. Idea Assistance

- A. **Ten Idea Sampler Pack** – Send me your problem description and I send you ten of my best ideas.
- B. **Pump-priming** – Conferring with you in advance of your brainstorming idea session to help generate topics, subject matter ideas, and pre-event strategies
- C. **Participation in brainstorming or idea session with your team** (Conference call)

2. Idea Selection

- A. **Harvesting and winnowing your ideas** – Assistance with identifying best ideas and helping set priorities
- B. **Portfolio risk matching** – Balancing risk and return on innovation projects to diversify efforts and match organization risk tolerance
- C. **Idea Therapy** – Analyze and counsel you on your ideas to bring out best results and paths forward

3. Assessment

- A. **Reality Check** - Review current or proposed portfolio and assess whether what you are doing makes sense in the real world
- B. **Second Set of Eyes** - Thorough review of your current or proposed portfolio that digs deeper into projects with a more detailed analysis
- C. **Innovation Wellness** – Create an ongoing program to promote the health and well-being of your innovation program

4. Investment and Course Correction

- A. **Portfolio Management** – Reviewing innovation efforts and investments as a financial portfolio, assessing risk, return, and balance, and revising budget allocations
- B. **Increasing Bets (Doubling Down)** – Identifying early successes that deserve more investment
- C. **Necessary Endings** – Helping what efforts to terminate or pivot in new directions

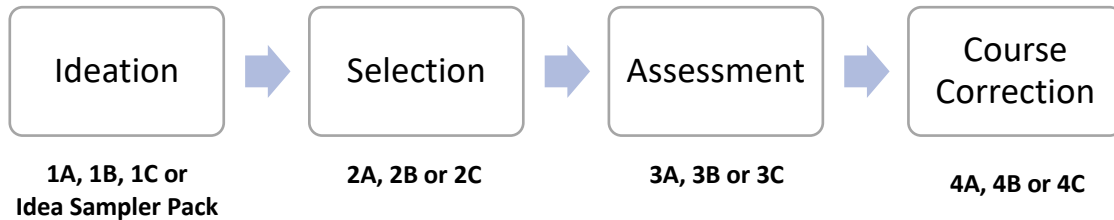
The most common mistake organizations make is building a product or service that its customers and the market do not want. LlaaS provides guidance to minimize mistakes and enhance chances for desired outcomes.

Price List

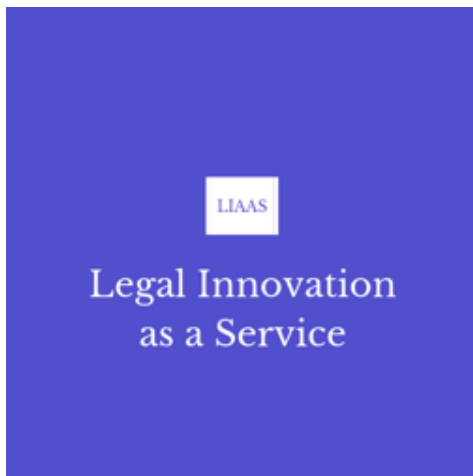
Category	LlaaS Package	Price *	Description
Ideation Assistance	1.A. Ten Idea Sampler Pack	\$2,500	Send me your problem description and I send you a non-exclusive, customized list of ten of my best ideas. A great way to sample the value I can offer.
Ideation Assistance	1.B. Pump-priming	\$7,500	I work with you in advance of your brainstorming or ideation session to help generate topics and pre-event strategies to maximum results.
Ideation Assistance	1.C. Participation	\$7,500	I join and participate in your idea session or event by conference call (video or audio).
Idea Selection	2.A. Harvesting ideas	\$7,500	I help you identify best ideas and help set priorities resulting from your ideation event.
Idea Selection	2.B. Portfolio risk matching	\$7,500	I help you balance risk and return on innovation projects to diversify efforts and match your organization's risk tolerance with your innovation portfolio's risk/return.
Idea Selection	2. C. Idea Therapy	\$10,000	I analyze and counsel you on your ideas to bring out best results and paths forward
Assessment	3.A. Reality Check	\$7,500	I review your current or proposed innovation portfolio and assess whether what you are doing makes sense in the real world in today's legal market.
Assessment	3.B. Second Set of Eyes	\$15,000	I take a thorough review of your current or proposed portfolio that digs deeper into projects with a more detailed analysis than I would in option 3.A.
Assessment	3.C. Innovation Wellness	\$10,000	I help you create an ongoing program to promote the health and well-being of your innovation program
Investment/Course Correction	4.A. Portfolio Management	\$7,500	I help you review innovation efforts and investments as a financial portfolio, assessing risk, return, and balance, revising budget allocations, and creating a new portfolio structure.
Investment/Course Correction	4.B. Increasing Bets	\$7,500	I help you identify early successes that deserve more investment and how to shift investment and priority to those projects.
Investment/Course Correction	4.C. Necessary Endings	\$7,500	I serve as an objective and impartial analyst to identify what efforts to terminate or pivot in new directions.
Special Offer	5. Sampler + 1	\$9,500	You get item 1.A. plus any one package other than 3.B. A great option if your purchase approval requirement starts at \$10,000.
Custom	Custom Consulting Services	As agreed	I do provide custom services outside of LlaaS. Any custom engagement is scoped and priced as we agree.

* All packages come with **Customer Satisfaction Guarantee**. If you do not believe that the price matches or exceeds the value you received, you may pay the amount of the value you believe that you received.

Where are you in the innovation process?



Frequently Asked Questions



1. Are these the only services you offer? These are only the service packages I'm currently offering through the LlaaS product. LlaaS targets the key inflection points with Just-in-time, Just-enough guidance to help you move forward. For other consulting services, contact me and we will discuss your needs, project scope and value, and flat fee pricing.

2. What if I want to add to or change the scope of one of LlaaS catalog offerings? That will become a custom service and will be handled as described in question 1 above.

3. Do you offer speaking or workshops as part of LlaaS? My speaking services are set out at <http://www.denniskennedy.com/dkspeaking>.

4. Will you have LlaaS offerings for panel convergence assistance? Those offerings on the current roadmap. Expect to see them in 2019. If already interested, please contact me to discuss.

5. Are there discounts if I bundle LlaaS offerings? Yes. If you buy items 1B, 1C, 2A and 2B in a bundle, the total fee will be \$27,500. If you want to buy four or more items at once, we can discuss an appropriate discount.

6. How do I learn more or engage you for LlaaS? Email me at dmk@denniskennedy.com to schedule a call (best way) or simply call me at 734-926-5197. For more detailed information and a special launch bundle offer, visit <https://www.denniskennedy.com/legal-innovation-as-a-service/> or www.linkedin.com/showcase/legal-innovation-as-a-service.

Helping forward-looking legal organizations improve their innovation efforts.

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